

**THE FRIENDLY CITY**

*Calgary*

**ALBERTA  
CANADA**

SCENE FROM THE WORLD FAMOUS NATURAL HISTORY PARK







## GATEWAY TO THE ROCKY MOUNTAIN PLAYGROUND

Nestled in the foothills, only a few miles from the magnificent Rockies, a short 77 miles from the picturesque town of Banff, Calgary serves as the open door to a fabulous vacation area. Whatever type of holiday enjoyment you prefer, it's yours in Calgary and vicinity. From the rugged Alaska Highway to a secluded mountain chalet, you can reach it quickly, easily from Calgary. YOU CAN SEE IT ALL FROM CALGARY.

# Calgary

Modern, bustling city of 230,000 friendly people, Calgary sits 3,500 feet above sea level. The hub of an empire of oil, ranching, industry and farming, with main line connections for rail, plane, bus, or highway.



# Calgary

**IS PROUD OF ITS  
WESTERN HERITAGE**

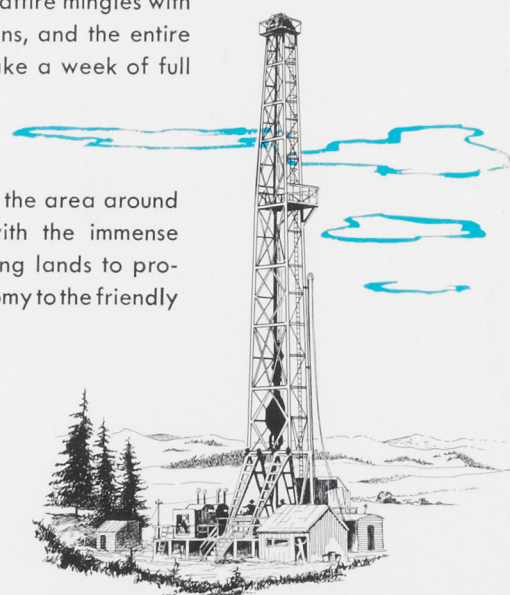
Since 1875, when The Royal North West Mounted Police established a fort at the junction of the Bow and the Elbow rivers, Calgary has clung to the warm, hospitable traditions of the west. Western customs still prevail in the bustle of the large, modern metropolis. Strangers quickly learn that in Calgary, the latch string is always out.



## ... EVERY SECOND WEEK IN JULY THE "WEST" COMES ALIVE

Every second week in July, over half a million people enjoy the world's greatest outdoor show, The Calgary Stampede. Gaudy cowboy attire mingles with the buckskin and beads of the Indians, and the entire city turns out in western attire to make a week of full enjoyment for everyone.

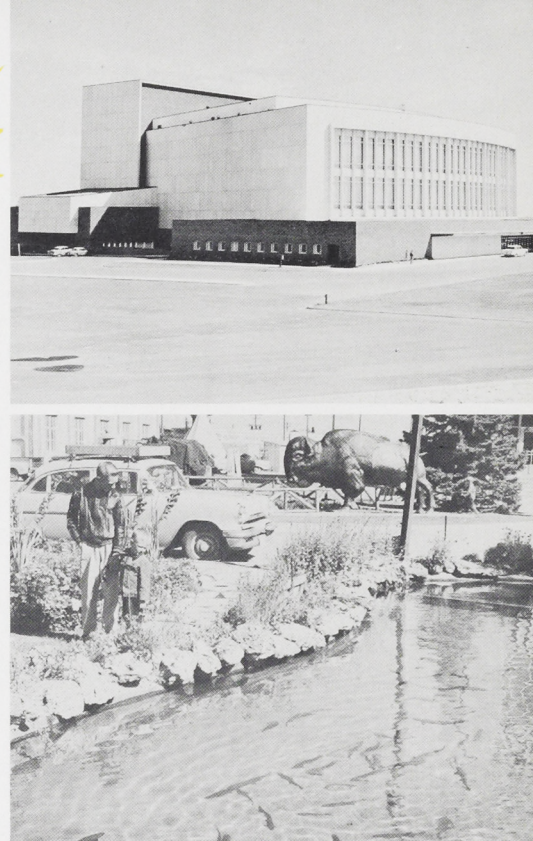
Oil derricks dot the area around Calgary, joining with the immense ranching and farming lands to provide a healthy economy to the friendly foothills city.







Bring your camera for unforgettable pictures.



## WHERE TO GO . . . WHAT TO SEE

**ST. GEORGE'S ISLAND ZOO AND NATURAL HISTORY PARK**—With a special kiddies section, and a wide variety of exhibits, Calgary Zoo rates with the best on the continent. Featuring over 50 full scale models of prehistoric creatures including the king of all—The Dinosaur, the Natural History Park is unique in the world. No charge.

**HATCHERY & GARDENS**—The largest trout hatchery on the continent, nestling in acres of lawns, clear brooks, and masses of colourful foliage. No charge.

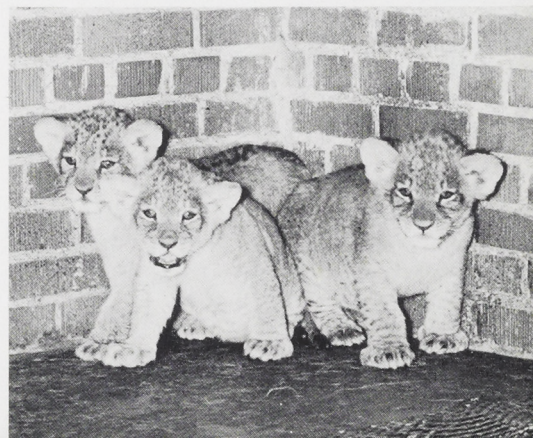
**READER ROCK GARDENS**—A wonderland, with over 2,000 trees, shrubs, plants and flowers gathered from every corner of the globe. No charge.

**ALBERTA JUBILEE AUDITORIUM**—A four and one half million dollar structure, acoustically perfect. One of the finest in North America, open daily to visitors. No charge.

**BOWNESS PARK**—Just out of city limits, here's a haven for the whole family, swimming, canoeing, picnicing, or just relaxing, there's something for all to enjoy. Very small gate charge.

**SHOPPING**—Superb stores and specialty shops in the downtown area, and equally fine facilities in spectacular suburban shopping sections makes Calgary a focal point for whatever type of shopping you prefer.

**AND THERE'S MORE—MUCH MORE. YOU CAN SEE IT ALL FROM CALGARY.**





World famous mountain areas of Banff and Lake Louise are only 1½ hours from Calgary.

SEE IT ALL FR



## CALGARY CENTRES A MAGIC



Cool, serene Sylvan Lake  
hours from Calgary on s



Sweeping farms, huge ra  
hour from Calgary. Goo



Fishing to suit you is so near, so easy to reach  
from Calgary.



# FROM CALGARY

The awesome, spectacular Drumheller Badlands, only 85 paved miles from Calgary.



On Lake, every facility. Just 2  
y on superb highways.



Large ranches are only a short  
Good roads.



## CIRCLE OF VACATION FUN



Fishing, upland game, waterfowl in abundance  
within an hour of Calgary.



## SMOOTH, WIDE, MODERN HIGHWAYS LEAD YOU TO CALGARY

From any compass point, year-round, paved or hardtop roads make your trip to Calgary so easy. The changing vista, from prairie lands to foothills, from gently rolling hills to majestic mountain peaks gives you a new thrill at every turn of the road. It's so pleasant to enjoy superb scenery from the best of highways.

## FOOD AS YOU LIKE IT IN CALGARY

World famous Alberta beef, succulent barbequed foods, seafood, Chinese, French, Italian cuisines offer a full range of fine eating. The time honoured custom of "Come as you are" always holds in any of Calgary's hospitable food centres. Supper clubs, dining lounges, and colourful cocktail bars provide a variety of evening entertainment.



The magic of the Alberta climate and the lush foothills prairie wool grazing, provide the perfect ingredients for the famous Alberta beef.



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Write for details on your favourite holiday to:  
Doug Johnson, Manager  
Calgary Tourist & Convention Association  
Hospitality Centre  
Mewata Park  
CALGARY, Alberta

## THE BEST IN ACCOMMODATION AWAITS YOU

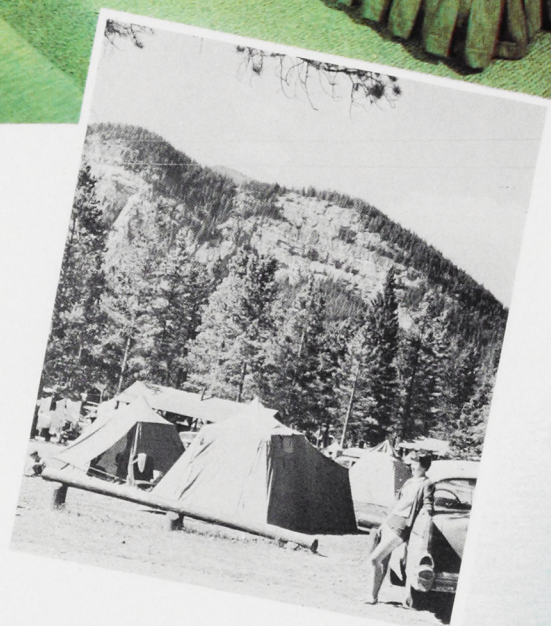
Whatever your choice, or price range, there's a hotel or motel to suit you in Calgary. For campers, inexpensive campgrounds beside cool, clear rivers. Up-to-date trailer parks for the family with a trailer, too. You'll sleep like a baby in the soft beds and enjoy the cool night air always ready to welcome you in Calgary.

## PLAN NOW TO VISIT US SOON

The Calgary Tourist & Convention Association is at your service to make your visit happy and enjoyable. Free information booths at each entrance to the city, and a downtown office open all year provide literature, maps and information. Reservation service anywhere in the province available through the Canadian Rockies Tourist Association Teletype service. Include Calgary in your vacation plans. It is the city with everything under the sun—and plenty of sunshine.



Look for this sign. It's your assurance of courtesy and service.





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